

Attorney Docket No. 02339 (9400-428)

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re: Matz

Serial No.: 10/726,727

Filed: December 2, 2003

For: SYSTEM AND METHOD FOR PROVIDING A PERSONALIZED CHANNEL

Confirmation No.: 6346

Examiner: Jun Fei Zhong

Group Art Unit: 2426

June 24, 2010

Mail Stop RCE

Commissioner for Patents

Box 1450

Alexandria, VA 22313-1450

**AMENDMENT ACCOMPANYING REQUEST  
FOR CONTINUED EXAMINATION**

Please enter the following Amendment before examining the present application, which is accompanied by a Request for Continued Examination (RCE) of Serial No. 10/726,727 filed December 2, 2003. Assignee provides the present Amendment to address the issues raised in the Final Office Action ("Final Action") mailed February 22, 2010. Assignee provides the present Amendment pursuant to the rules stated in revised 37 C.F.R. 1.121 that became effective on July 30, 2003. Any additional fees believed to be due in connection with this paper may be charged to our Deposit Account No. 50-0220.

**Amendments** to the specification begin on Page 2 of this paper.

**Amendments** to the claims begin on Page 3 of this paper.

**Remarks** begin on Page 9 of this paper.